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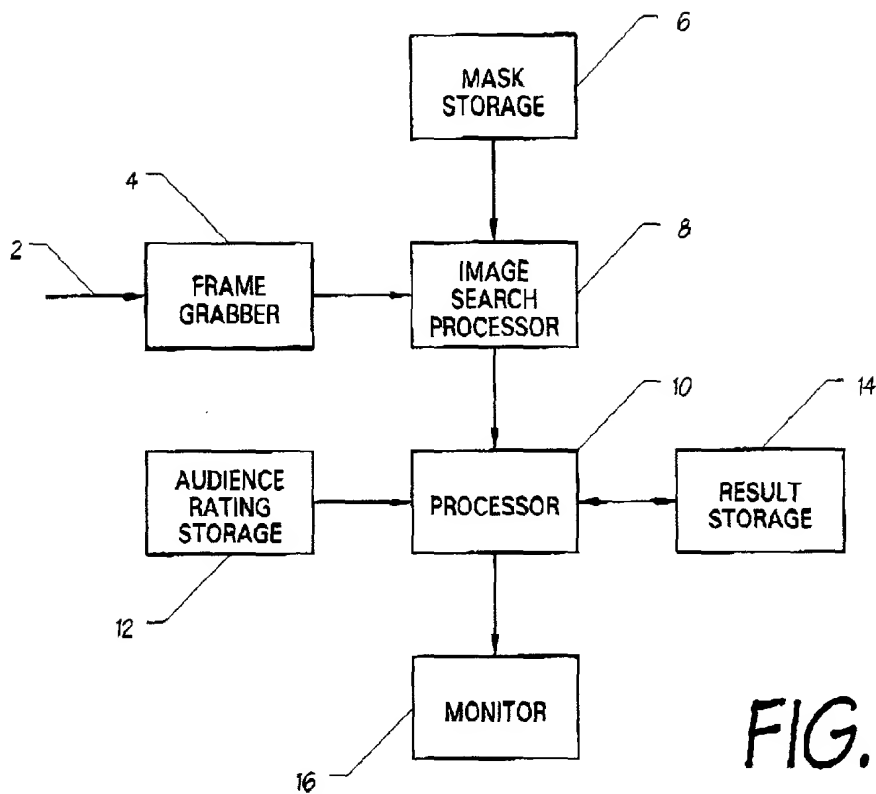


FIG. 1

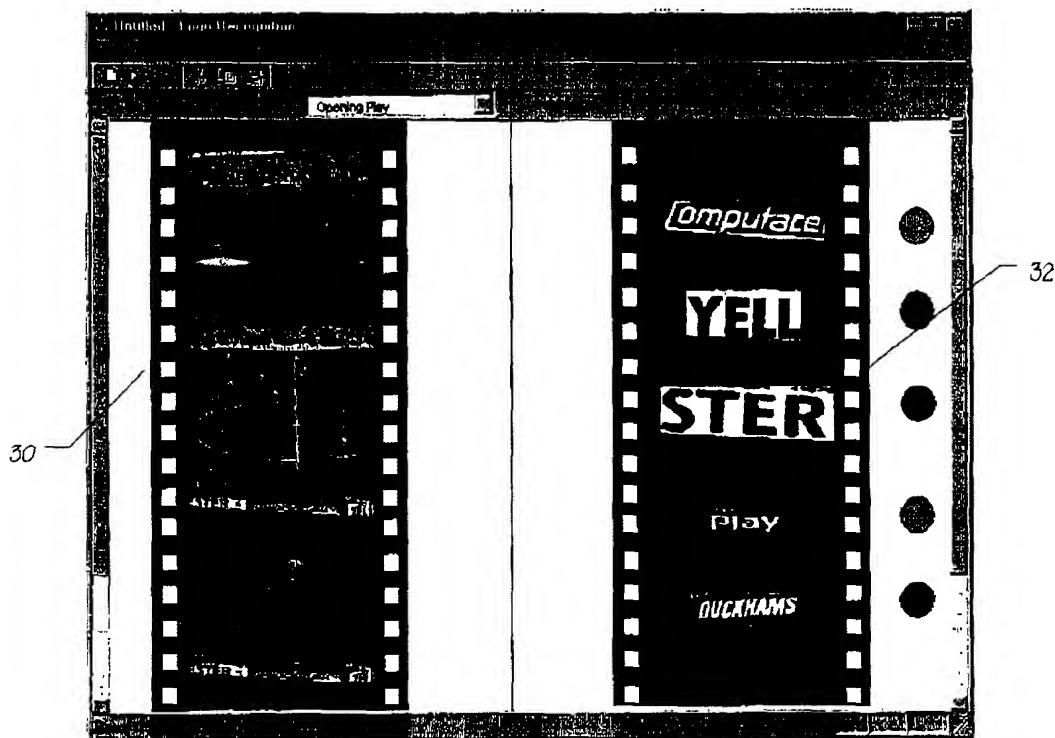


FIG. 2

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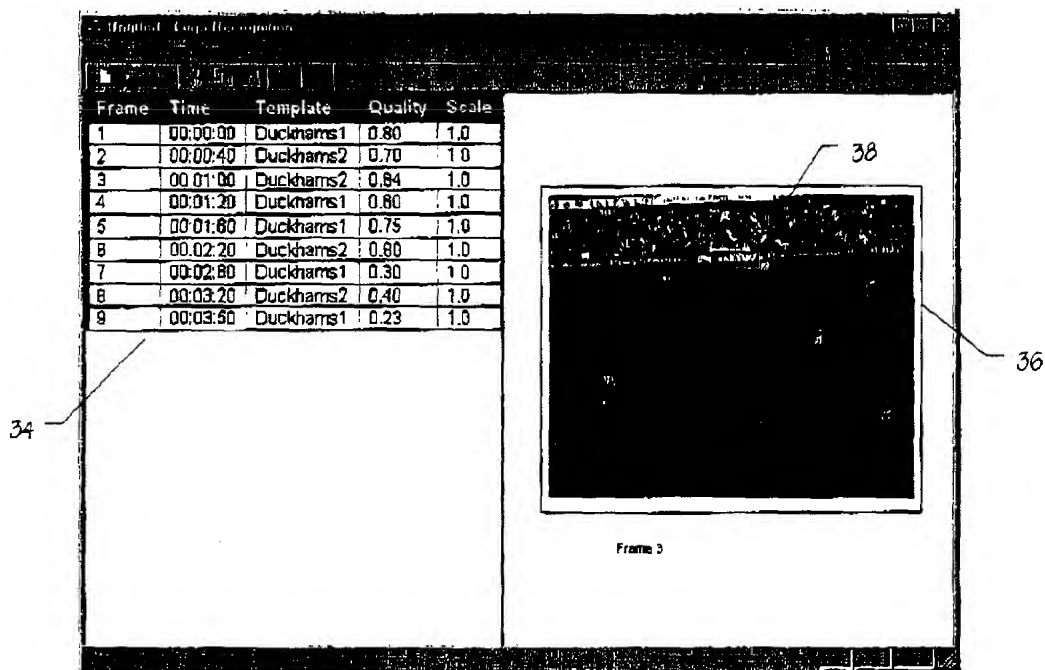


FIG. 3



FIG. 4

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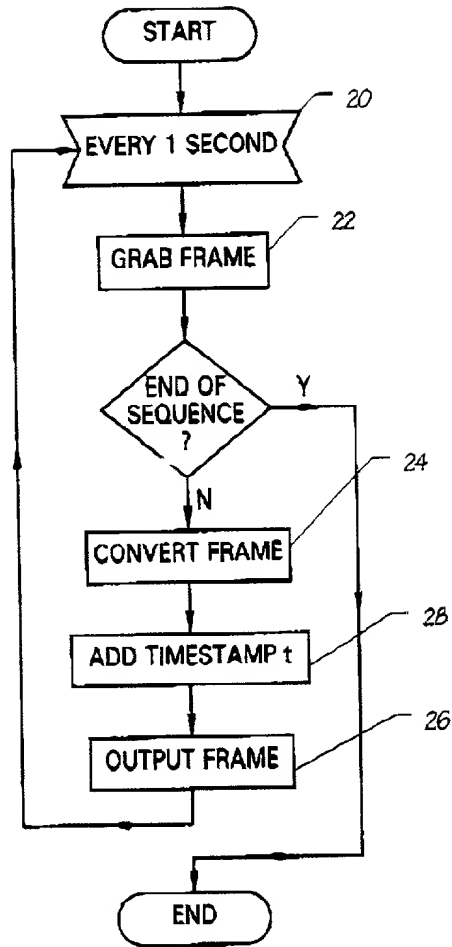


FIG. 5

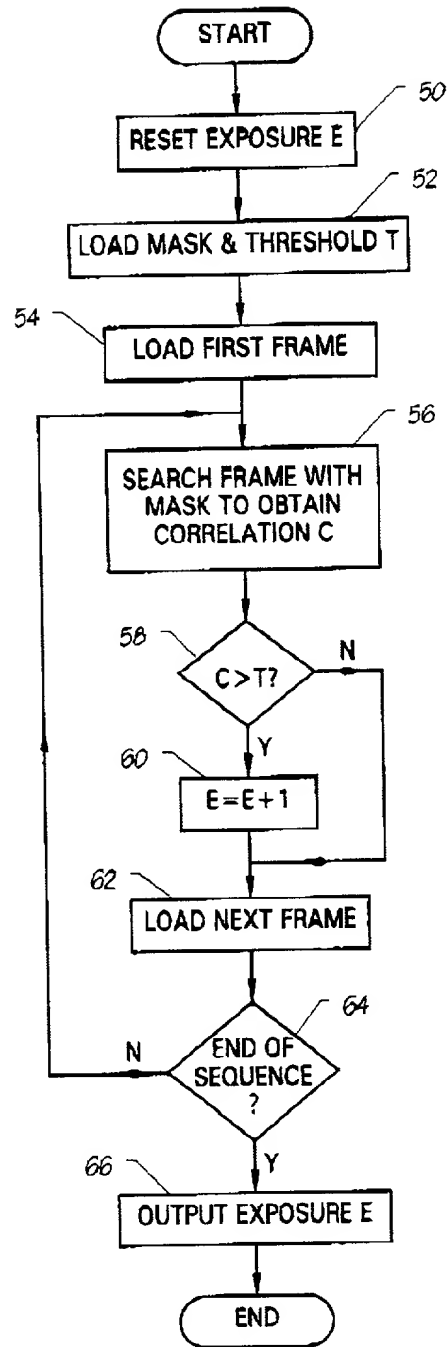


FIG. 6

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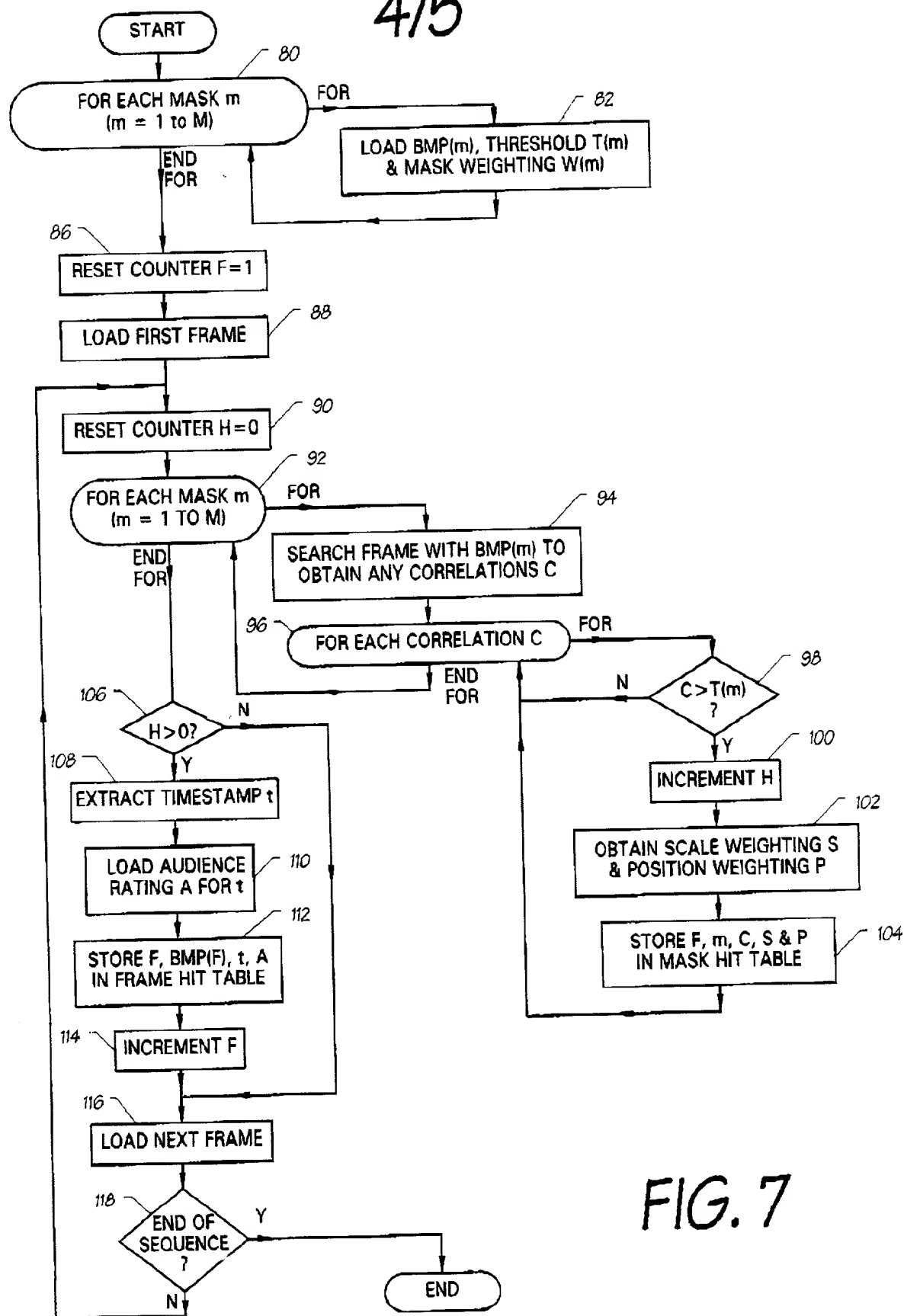


FIG. 7



FIG. 8


BRAND TABLE	
BRAND b	BRAND ID
1	DUCKHAMS
2	YELLOW PAGES



B	CGU

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FIG. 9

MASK TABLE				
MASK m	BRAND b	MASK BMP	THRESHOLD T	WEIGHTING W
1	1		0.24	0.82
2	1		0.19	0.69

M	6		0.29	0.74

FRAME HIT TABLE			
FRAME F	FRAME BMP	TIMESTAMP t	AUDIENCE RATING A
1		19:40-15/03/00	1.00
2		19:40-15/03/00	1.00


746		19:45-15/03/00	0.85

FIG. 10

MASK HIT TABLE				
FRAME F	MASK m	CORRELATION C	SCALE S	POSITION P
1	2	0.73	2.60	1.00
1	5	0.68	0.95	0.75

746	2	0.57	1.47	1.00

FIG. 11

